

Santander X UK Awards 2025 - Terms & Conditions

Overview

The Santander X UK Awards 2025 (referred to herein as the Awards) is Santander UK's annual early-stage entrepreneurship competition. The 9 winners of the Awards will join the winners from Europe and Latin America to compete in the 2026 Santander X Global Award – Santander's international early-stage entrepreneurship competition. In the Global Award they'll have a chance to win cash prizes and additional benefits to take their business solutions to the next level.

How to apply

Before you apply for the Awards, please take the time to read through the terms and conditions and make sure you meet all the criteria. We also recommend that you consider the time commitment needed to take part.

Evaluation and Selection Process

Santander have engaged Oxentia Ltd, a third-party, to manage the evaluation and selection process. Oxentia will choose the 150 businesses who will be shortlisted for the programme.

Timeline and key dates

1. Applications (stage 1)

- Applicants wishing to apply for the Awards must do so using the Santander X platform. Applications for stage 1 will open at 9am on 21/05/2025 and close at 11.59pm on 16/07/2025. Applications made outside of this time frame will not be considered.
- Applicants will confirm that they meet the eligibility criteria when they submit their application using Santander X. See the 'Eligibility criteria' section for further detail.
- Applicants will receive a confirmation email from Santander X following submission of their application.

2. Evaluation of applications and confirmation of results (stage 1)

- Oxentia Ltd will review and evaluate all applications submitted on Santander X. See the 'Evaluation criteria' section for further details.
- All applicants in stage 1 will be informed of the outcome on 31/07/2025 in an email from Santander.
- The businesses who progress to stage 2 will also receive an email from Santander X informing them that the next stage of the application process is open.
- Due to the high volume of applications expected, Oxentia Ltd and Santander will not be able to provide individual feedback to businesses who are not selected to progress to stage 2.

3. Application process (stage 2)

- Applications for stage 2 will open on 01/08/2025 and close at 11.59pm on 15/08/2025. Applications made outside of this time frame will not be considered.
- Applicants will receive a confirmation email from Santander X following submission of their stage 2 application.

4. Evaluation of applications and confirmation of results (stage 2)

- Oxentia Ltd will review and evaluate all stage 2 applications submitted on Santander X. See the 'Evaluation criteria' section for further details.
- Oxentia will select 50 businesses for the University category, 50 businesses for the Startup category and 50 businesses for the SME category.
- All applicants from stage 2 will be informed of the outcome the week commencing 1 September 2025 in an email from Santander.
- Due to the high volume of applications expected, Oxentia Ltd and Santander will not be able to provide individual feedback to businesses who are not selected as one of the final 150.

Terms & conditions

These terms and conditions apply to the Awards. By applying to the Awards, applicants agree to be bound by the following terms and conditions:

1. The Grantor is Santander UK plc (2 Triton Square, Regent's Place, London, NW1 3AN, United Kingdom).

Eligibility criteria

1. To be eligible all applicants must be 18 and over. Applicants/participating businesses must meet the following criteria for the category they are applying for ('University', 'Startup' or 'SME'):

a. University category

- I. At least 1 team member must be a current student, graduate of the last 5 years (since 2020), university employee, or an entrepreneur within a university accelerator, incubator or spin out company at any UK University.
- II. The business must be a team of two or more people and/or have a plan in place to form a team*.
**If solo founders additional team members can include advisors, board members and/or full and part-time staff including voluntary roles.*
- III. The business must have a minimum viable product (MVP) and be preparing to go to market.

b. Startup category

- i. The business must be incorporated and registered as a UK company*.
** NB: Named individual(s) applying can be resident in a different country as long as the business is incorporated in the UK.*
- ii. In addition to the above, businesses must also meet 1 **or more** of the following criteria:
 1. Be generating an annual revenue of up to £250k
 2. Have raised funding of between £50k to £750k.
 3. Have up to 25 full-time employees (this can include the founding team).

c. SME category

- i. The business must be incorporated and registered as a UK company*.
** NB: Named individual(s) applying can be resident in a different country as long as the business is incorporated in the UK.*
- ii. In addition to the above, businesses must also meet 1 **or more** of the following criteria:
 2. Be generating an annual revenue of over £250k
 3. Have up to 250 full-time employees

Evaluation criteria

Stage 1

Each application submitted through Santander X will be evaluated by Oxentia Ltd based on:

- Clarity of the business value proposition and business model description.
- Evidence of problem-solution fit.

Stage 2

Each application submitted through Santander X will be evaluated by Oxentia Ltd using the following 6 criteria to shortlist 150 businesses who will be given a place in the Santander X UK Awards 2025:

1. **Potential for impact:** The business has the potential to impact a sector in a responsible and positive way and will add significant value.
2. **Quality of innovation:** The business includes a feasible and credible new technology, new technology application, new business model, or a new process.
3. **Viability:** The implementation of the idea/scaling of the business is feasible, and the team have a clear business model with realistic and achievable objectives.

4. **Scalability:** There is a clear vision to scale, and the team have made good progress with the business to date.
5. **Competitive advantage:** The business has a unique selling point, and the team can demonstrate a sound understanding of their competitors and how they compare/differ with similar products/services in the market
6. **Team structure:** The team is well structured and has a robust plan in place to expand and build a team which will cover all key pillars of the business.

Terms and conditions for the programme

1. Every applicant/participating business can only apply to the Awards once.
2. It is the applicants' responsibility to make sure they read and understand the eligibility and evaluation criteria and submit their application appropriately, on time and following the application instructions/requirements as indicated on Santander X and in accordance with these terms and conditions.
3. Applications not submitted in accordance with the terms and conditions, or applications which are delayed, duplicated, incomplete, illegible, mislaid or lost through technical problems will be disqualified. No responsibility is accepted for such entries. Proof of submission online will not be accepted as proof of completion.
4. At least one member of each participating business from each of the University, Startup and SME categories must be available to participate in the virtual pitch heats, and in-person semi-final and National Final if applicable. Santander reserves the right to remove your business from the programme if this condition is not met.
5. Oxentia Ltd will lead on the shortlisting of applications, based on the criteria listed above (see 'Eligibility criteria' and 'Evaluation criteria'). Oxentia Ltd will share the selected businesses with Santander for final approval.
6. Each applicant/participating business will be invited to pitch virtually at least once in order to select the top 27 businesses (9 per category). The top 27 will then go forward to pitch live at the semi-final, where 3 winners from each category (9 in total) will be selected to pitch in the National Final at Santander's HQ in Milton Keynes on 13 November to decide 1st, 2nd and 3rd place in each category.
7. The 9 winners (3 per category) will go forward to represent the UK in the Global Award 2026 NB: The Santander X Global Award is a separate competition and as such will be governed by separate terms and conditions. All winners of the Santander X UK Awards will be contacted following the National Final by the organisers of the Global Award and sent an invitation to apply to the Global Award.
8. Santander reserves the right to change the individuals on the judging panels and external partners/companies participating in any stage of the event.
9. The judges' decision is final, and no correspondence will be entered into.
10. Cash prizes will be awarded to each of the 9 winners (3 per category) as outlined below:

a. University

- i. 1st place to receive £15,000
- ii. 2nd place to receive £10,000
- iii. 3rd place to receive £5,000

b. Startup

- i. 1st place to receive £20,000
- ii. 2nd place to receive £15,000
- iii. 3rd place to receive £10,000

c. SME

- i. 1st place to receive £30,000
- ii. 2nd place to receive £20,000
- iii. 3rd place to receive £10,000

All winners will also receive a package of business support.

- 11. Applicants/participating businesses will be responsible for any costs incurred in the process of the programme unless otherwise agreed with Santander or stated in this document. For any in-person events, Santander UK plc will provide a contribution of up to £100 per business towards travel costs.
- 12. The successful applicant's surnames and county will be available on request once selected. The applicant's information and winning entries (if applicable) must be provided to the Advertising Standards Authority on request in the event of a dispute. Please contact santander.universities@santander.co.uk to obtain these.

General terms

- 1. The Grantor reserves the right to close the Awards early in exceptional circumstances.
- 2. The Grantor reserves the right to withdraw any application to the Programme that is found to be in breach of any of the pre-established conditions and/or rules laid out in the terms and conditions.
- 3. The Grantor reserves the right to update or amend these terms and conditions or foreclose the Programme without prior notice at any time.
- 4. The Grantor reserves the right in its sole discretion to disqualify any individual that corrupts or affects the administration, security, fairness, integrity or proper conduct of this Programme.
- 5. The Programme and these terms and conditions are governed by English law and any disputes will be subject to the exclusive jurisdiction of the courts of England.
- 6. To the fullest extent permitted by law and excluding death or permanent injury caused as a result of the Grantor's negligence, the Grantor accepts no liability for loss or injury as a result of the Programme or receipt or misuse of any prize fund.

7. No cash or other alternatives to the prize fund will be offered and the prize fund is not transferable.
8. The Grantor accepts no responsibility for applications lost, damaged or delayed in transit.
9. The decision of the Grantor is final, and no other correspondence will be entered into.
10. The Grantor may disclose any information related to an applicant or participant, the applicant or participant business and/or any individual team member (i) to any person as required or requested by law/regulation or in connection with any claim, dispute or legal proceedings; (ii) to any competent or applicable regulator, regulatory or supervisory body; (ii) to any partner business or partner university or other UK university in connection with the Programme; (iii) to our affiliates, in connection with the Programme.

Please be advised that for the University category, and where applicable for the Startup category, Santander may notify an applicant's associated university of their application and participation in the Awards. If you do not wish your associated university to be notified of your participation in the awards you will be given an option to state this prior to submission of your application.

Participants and winners of the Awards may be invited by Santander or by the relevant applicant's or participant's (or team member's) university to provide a testimonial or case study.

Data protection

For information on how Santander UK processes winners' personal data, please read the Santander UK privacy notice in the link below. [Legal information | Santander UK.](#)
The Santander Universities [privacy notice](#).